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Life Insurance Buying

An analysis of ordinary
Life Insurance purchases
In the United States

Information, Reference
and Statistical Services
American Council of Life Insurance
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1981

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This edition of Life Insurance Buying *is based on the* 1981 Buyer Study *conducted by the Life Insurance Marketing and Research Association, Hartford, Connecticut. The data present an analysis of ordinary life insurance policies purchased during 1981, disclosing individual characteristics of the persons insured by these policies.*

HIGHLIGHTS AND TRENDS

This edition of *Life Insurance Buying* outlines the characteristics of persons on whose lives ordinary life insurance policies were purchased in 1981. The data were collected by the Life Insurance Marketing and Research Association.* Ordinary life insurance is insurance purchased by individuals, usually through a life insurance agent. It includes both permanent and term insurance and is the most commonly purchased form of life insurance protection in this country, accounting for 57% of life insurance purchases in 1981.

Highlights of the 1981 Survey

- Adult males (for the purpose of this survey, adults are persons 15 years of age or older) accounted for the largest proportion of the total amount of life insurance purchased—75% in 1981. The proportion of the total amount of life insurance issued on women and issued on children was 21% and 4%, respectively.
- 57% of the policies issued during 1981 were for men and women between the ages of 20 and 39. This age group also accounted for 68% of the total face value of life insurance issued.
- People in the $10,000 to $14,999 income bracket purchased 24% of the policies issued to persons reporting income.
- The average size policy issued on people in the $10,000 to $14,999 income range increased 24% between 1976 and 1981, when the average size policies were $22,010 and $27,230, respectively. In the next higher income bracket—$15,000 to $24,999—the average size policy increased by 31% from $31,730 to $41,540.
- Premiums on 68% of the policies were paid on a monthly basis in 1981. One of four methods is utilized for monthly payments: (1) payment directly to the company (10%), (2) payment through a monthly bank plan by which the bank automatically deducts premiums from the policyholder's account and transmits them to the company (31%), (3) payment of premiums on a home service basis, with the premiums paid directly to the agent (22%) and (4) payment through employer who deducts the premium from salary (5%).

* *The sample, which was representative of all ordinary policies issued in the United States during the survey year, consisted of 32,427 policies totaling $1,140,154,317 issued by 83 companies.*

The policies were reported on an issued rather than a paid for basis; amount figures are based on the initial amount at risk. Excluded are credit insurance, mass-marketed ordinary, single premium policies, annuities without insurance, and all issues arising from term and group conversions and reinsurance.

Five-Year Trends: 1976-1981

- The average size new policy increased from $19,060 in 1976 to $35,160 in 1981—up 84%.
- The 1976-1981 comparison confirms the continuing trend to more insurance purchases for women. In 1976 adult female lives accounted for 28% of new policies; in 1981 women accounted for 33% of the policies purchased.
- The average size policy on the life of an adult male increased 94% in five years to $50,580 in 1981. Between 1976 and 1981 the average policy purchased on women rose 85%, to $22,070.
- The trend toward purchasing more term life insurance continued, although permanent insurance is still the type of ordinary insurance most often purchased. Level and decreasing term policies accounted for 23% of all ordinary policies sold in 1981. In 1976 the percentage was 17%.
- Of the amount purchased, 59% was term insurance (including the term portion of combination policies) in 1981, compared to 48% in 1976.

DISTRIBUTION OF SAMPLE

	PERCENT OF POLICIES	PERCENT OF AMOUNT	AVERAGE SIZE POLICY*
Male Adults	52%	75%	$50,580
Female Adults	33	21	22,070
Total Adults	85%	96%	39,500
Male Children †	8%	2%	11,140
Female Children †	7	2	10,720
Total Children †	15%	4%	10,940
Total Males	60%	77%	45,300
Total Females	40	23	20,040
All Buyers	100%	100%	35,160
Type of Agent Selling Policy			
Ordinary Agent	65%	84%	45,340
Combination Agent	35	16	16,270
All Agents	100%	100%	35,160

* *In some tables, the average size policy shown will not correspond with those listed here due to "not ascertained" cases in the characteristics.*

† *Children—Under 15 years of age.*

AGE OF INSURED

All Insureds—1981

Age	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
0	4%	5%	4%	1%	3%	1%
1- 4	4	5	4	1	3	1
5-14	6	8	6	1	4	2
15-19	6	8	7	2	5	3
20-24	15	16	15	10	16	12
25-29	18	15	17	18	20	19
30-34	16	13	15	22	20	21
35-39	11	8	10	17	12	16
40-44	7	6	7	12	7	11
45-54	8	8	8	11	7	10
55-64	4	5	5	4	2	3
65 and over	1	3	2	1	1	1
Total	100%	100%	100%	100%	100%	100%

Age	AVERAGE SIZE POLICY		
	Male	Female	Total
0	$10,920	$10,310	$10,630
1- 4	11,800	10,980	11,420
5-14	10,830	10,830	10,830
15-19	16,210	12,450	14,470
20-24	30,350	19,780	25,900
25-29	46,260	26,450	39,030
30-34	61,620	32,030	51,290
35-39	70,620	30,080	56,900
40-44	75,680	24,100	58,210
45-54	63,220	16,840	44,870
55-64	42,580	9,180	26,630
65 and over	18,180	3,920	10,020
Total	45,300	20,040	35,160

OCCUPATION OF INSURED

Adults—1981

Occupation	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Professional and Semiprofessional	14%	12%	13%	19%	17%	18%
Executives, Managers and Proprietors	23	7	17	39	12	33
Farm Owners and Managers	3	†	2	4	†	3
Clerical and Sales	11	25	16	10	26	14
Craftsmen, Foremen and Operatives	29	8	21	18	6	15
Service Workers, Unskilled Workers and Armed Forces	13	11	13	7	8	8
Students (Age 15 and over)	7	8	7	3	5	3
Homemakers	-	29	11	-	26	6
Total	100%	100%	100%	100%	100%	100%

Occupation	AVERAGE SIZE POLICY		
	Male	Female	Total
Professional and Semiprofessional	$72,500	$32,040	$58,140
Executives, Managers and Proprietors	87,900	39,890	80,150
Farm Owners and Managers	78,650	*	77,670
Clerical and Sales	49,670	23,630	34,370
Craftsmen, Foremen and Operatives	31,980	16,680	29,710
Service Workers, Unskilled Workers and Armed Forces	29,390	16,440	24,810
Students (Age 15 and over)	18,850	13,250	16,550
Homemakers	-	21,340	21,340
Total	52,350	22,970	41,030

† *Less than .5%.*

* *Averages not shown for fewer than 25 policies.*

Note: Excludes Retirees and those not reporting an occupation.

MARITAL STATUS OF INSURED

Adults—1981

Marital Status	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Never Married	24%	27%	25%	12%	20%	14%
Married	73	59	67	85	67	81
Widowed, Divorced or Separated	3	14	8	3	13	5
Total	100%	100%	100%	100%	100%	100%

Marital Status	AVERAGE SIZE POLICY		
	Male	Female	Total
Never Married	$25,710	$16,200	$21,730
Married	58,380	25,530	47,290
Widowed, Divorced or Separated	43,570	19,720	26,380
Total	50,130	22,180	39,290

Note: Excludes those not reporting marital status

INCOME OF INSURED

Adults—1981

Income	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Under $ 5,000	†	1%	†	†	1%	†
$ 5,000- 7,499	2%	10	4%	1%	7	2%
7,500- 9,999	4	17	8	1	13	3
10,000- 14,999	19	36	24	9	32	13
15,000- 24,999	39	28	36	29	32	29
25,000- 49,999	27	7	21	35	12	31
50,000- 74,999	5	1	4	11	1	10
75,000- 99,999	2	†	1	5	1	4
$100,000 and Over	2	†	2	9	1	8
Total	100%	100%	100%	100%	100%	100%

Income	AVERAGE SIZE POLICY		
	Male	Female	Total
Under $ 5,000	*	$14,550	$ 15,390
$ 5,000- 7,499	$ 21,940	18,080	19,300
7,500- 9,999	21,990	19,920	20,700
10,000- 14,999	29,340	24,450	27,230
15,000- 24,999	44,120	32,530	41,540
25,000- 49,999	76,430	49,230	73,880
50,000- 74,999	136,560	*	134,240
75,000- 99,999	186,680	*	183,580
$100,000 and Over	250,110	*	247,950
Total	59,720	27,680	50,520

† *Less than .5%*

* *Averages not shown for fewer than 25 policies*

SIZE OF POLICY

All Insureds—1981

Policy Size	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Under $ 2,000	3%	6%	4%	†	†	†
$ 2,000- 4,999	5	9	7	†	1%	1%
5,000	8	15	11	1%	4	2
5,001- 9,999	2	4	3	†	1	1
10,000	14	20	16	3	10	4
10,001- 24,999	13	15	14	5	13	6
25,000- 49,999	23	19	22	15	27	18
50,000- 99,999	16	8	12	20	21	20
$100,000 and Over	16	4	11	56	23	48
Total	100%	100%	100%	100%	100%	100%

Policy Size	AVERAGE SIZE POLICY		
	Male	Female	Total
Under $ 2,000	$ 1,090	$ 1,060	$ 1,080
$ 2,000- 4,999	2,580	2,610	2,590
5,000	5,000	5,000	5,000
5,001- 9,999	7,370	7,140	7,250
10,000	10,000	10,000	10,000
10,001- 24,999	16,680	16,380	16,550
25,000- 49,999	29,620	28,600	29,260
50,000- 99,999	56,500	54,050	55,910
$100,000 and Over	161,590	125,320	156,640
Total	45,300	20,040	35,160

†Less than .5%.

SIZE OF POLICY

Adults—1981

Policy Size	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Under $ 2,000	2%	6%	4%	†	†	†
$ 2,000- 4,999	4	8	5	†	1%	†
5,000	5	12	8	1%	3	1%
5,001- 9,999	2	4	3	†	1	1
10,000	12	18	14	2	8	4
10,001- 24,999	14	17	15	5	13	6
25,000- 49,999	25	22	24	15	28	18
50,000- 99,999	18	9	14	20	21	20
$100,000 and Over	18	4	13	57	25	50
Total	100%	100%	100%	100%	100%	100%

Policy Size	AVERAGE SIZE POLICY		
	Male	Female	Total
Under $ 2,000	$ 1,080	$ 1,050	$ 1,060
$ 2,000- 4,999	2,660	2,670	2,660
5,000	5,000	5,000	5,000
5,001- 9,999	7,460	7,150	7,300
10,000	10,000	10,000	10,000
10,001- 24,999	16,750	16,430	16,610
25,000- 49,999	29,850	28,830	29,500
50,000- 99,999	56,600	54,290	56,060
$100,000 and Over	161,770	125,660	156,970
Total	50,580	22,070	39,500

†Less than .5%.

TYPE OF POLICY

All Insureds—1981

Type of Policy	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Straight Life	37%	42%	39%	23%	29%	24%
Limited Payment	11	16	13	4	7	4
Modified Life	6	6	6	4	7	5
Modified Term Life	2	1	2	12	3	10
Endowment	1	2	1	†	1	†
Retirement Income	1	1	1	†	†	1
Level Term	19	12	16	36	29	34
Decreasing Term	6	3	4	5	5	5
Combination Policy	9	7	8	8	8	8
Family Plan Policy	†	1	1	†	1	†
with Additional Term	†	†	†	†	†	†
Regular Policy with Family Plan Rider	5	7	6	5	7	6
and Additional Term	2	1	2	3	3	3
Progressive and Other	1	1	1	†	†	†
Universal Life	†	†	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Type of Policy	AVERAGE SIZE POLICY		
	Male	Female	Total
Straight Life	$ 27,820	$13,820	$ 21,740
Limited Payment	14,040	8,800	11,460
Modified Life	34,800	20,690	28,820
Modified Term Life	234,800	98,190	213,740
Endowment	12,340	9,430	10,910
Retirement Income	20,070	11,290	17,030
Level Term	84,410	47,980	73,630
Decreasing Term	42,520	33,800	40,250
Combination Policy	42,680	22,660	35,570
Family Plan Policy	27,520	14,050	18,720
with Additional Term	*	*	48,400
Regular Policy with Family Plan Rider	39,700	20,850	30,820
and Additional Term	60,570	36,880	52,620
Progressive and Other	20,310	12,780	17,310
Universal Life	78,960	*	72,430
Total	45,300	20,040	35,160

† *Less than .5%.*

* *Averages not shown for fewer than 25 policies.*

TYPE OF POLICY

Adults—1981

Type of Policy	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Straight Life	36%	42%	38%	22%	26%	23%
Limited Payment	8	12	10	3	5	3
Modified Life	5	6	5	4	6	5
Modified Term Life	3	†	2	12	3	10
Endowment	1	1	1	†	1	†
Retirement Income	1	1	1	†	1	†
Level Term	22	14	19	37	32	36
Decreasing Term	7	4	5	6	6	6
Combination Policy	9	8	9	8	8	8
Family Plan Policy	†	1	1	†	1	†
with Additional Term	†	†	†	†	†	†
Regular Policy with Family Plan Rider	6	9	7	5	8	6
and Additional Term	2	2	2	3	3	3
Progressive and Other	†	†	†	†	†	†
Universal Life	†	†	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Type of Policy	AVERAGE SIZE POLICY		
	Male	Female	Total
Straight Life	$ 30,680	$ 14,000	$ 23,550
Limited Payment	18,500	9,710	14,110
Modified Life	39,310	23,150	32,750
Modified Term Life	235,290	100,380	214,910
Endowment	15,140	11,510	13,340
Retirement Income	20,140	11,290	17,060
Level Term	85,320	49,150	74,760
Decreasing Term	42,520	33,800	40,250
Combination Policy	46,050	24,310	38,530
Family Plan Policy	27,520	14,050	18,720
with Additional Term	*	*	48,400
Regular Policy with Family Plan Rider	39,700	20,850	30,820
and Additional Term	60,570	36,880	52,620
Progressive and Other	29,880	17,130	25,000
Universal Life	80,770	*	77,170
Total	50,580	22,070	39,500

† *Less than .5%.*

* *Averages not shown for fewer than 25 policies.*

MODE OF PREMIUM PAYMENT

All Insureds—1981

Mode of Premium Payment	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Annual[1]	19%	14%	17%	28%	19%	26%
Semiannual	6	4	5	7	5	7
Quarterly[2]	10	9	10	12	9	11
Monthly	11	9	10	11	12	11
Monthly Bank Plans	32	29	30	34	38	35
Salary Deduction	5	5	5	4	6	5
Monthly Debit	17	29	22	4	11	5
Weekly Debit[3]	†	1	1	†	†	†
Total	100%	100%	100%	100%	100%	100%

Mode of Premium Payment	AVERAGE SIZE POLICY		
	Male	Female	Total
Annual[1]	$66,970	$27,990	$54,080
Semiannual	56,960	22,250	44,800
Quarterly[2]	52,950	20,390	40,440
Monthly	44,600	25,590	38,070
Monthly Bank Plans	48,460	26,510	40,180
Salary Deduction	38,310	20,950	31,140
Monthly Debit	10,390	7,750	8,980
Weekly Debit[3]	4,190	3,130	3,740
Total	45,300	20,040	35,160

†Less than .5%.

(1) Includes a small amount of annual bank plan payments.
(2) Includes a small amount of quarterly bank plan payments.
(3) Includes a small amount of weekly bank plan payments.

MODE OF PREMIUM PAYMENT

Adults—1981

Mode of Premium Payment	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Annual[1]	20%	13%	17%	28%	19%	26%
Semiannual	6	4	5	7	5	7
Quarterly[2]	10	9	10	12	9	11
Monthly	12	10	11	11	12	11
Monthly Bank Plans	32	29	31	34	38	35
Salary Deduction	5	6	6	4	6	5
Monthly Debit	15	28	20	4	11	5
Weekly Debit[3]	†	1	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Mode of Premium Payment	AVERAGE SIZE POLICY		
	Male	Female	Total
Annual[1]	$72,980	$31,810	$60,410
Semiannual	63,780	24,950	51,140
Quarterly[2]	57,470	22,490	44,820
Monthly	47,510	27,080	40,600
Monthly Bank Plans	53,380	29,210	44,600
Salary Deduction	41,330	22,050	33,490
Monthly Debit	12,020	8,270	9,960
Weekly Debit[3]	4,520	2,890	3,690
Total	50,580	22,070	39,500

†Less than .5%.

(1) Includes a small amount of annual bank plan payments.
(2) Includes a small amount of quarterly bank plan payments.
(3) Includes a small amount of weekly bank plan payments.

TYPE OF POLICY

Adults by Age and Sex—1981

Percent of Amount

Type of Policy	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	22%	16%	23%	46%	60%
Limited Payment	4	2	2	3	2
Modified Life	4	4	5	4	9
Modified Term Life	4	12	23	23	5
Endowment	†	†	†	†	-
Retirement Income	†	†	1	1	†
Level Term	34	45	35	16	23
Decreasing Term	7	6	4	4	-
Combination Policy	11	8	5	3	1
Family Plan Policy	1	†	†	-	-
with Additional Term	†	†	†	-	-
Regular Policy with Family Plan Rider	8	5	1	†	-
and Additional Term	4	2	1	-	-
Progressive and Other	†	†	†	†	-
Universal Life	†	†	†	†	-
Total	100%	100%	100%	100%	100%

Type of Policy	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	25%	19%	35%	51%	75%
Limited Payment	6	3	5	5	9
Modified Life	5	4	9	12	15
Modified Term Life	3	4	4	1	-
Endowment	1	†	†	†	†
Retirement Income	†	†	1	1	-
Level Term	29	41	29	20	-
Decreasing Term	6	7	5	5	-
Combination Policy	10	7	8	5	1
Family Plan Policy	1	1	†	-	-
with Additional Term	†	†	†	-	-
Regular Policy with Family Plan Rider	10	10	3	†	-
and Additional Term	3	3	1	-	-
Progressive and Other	1	†	†	-	-
Universal Life	†	1	-	-	-
Total	100%	100%	100%	100%	100%

†Less than .5%.

TYPE OF POLICY

Adults by Age and Sex—1981

Percent of Policies

Type of Policy	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
	MEN				
Straight Life	34%	27%	38%	61%	71%
Limited Payment	8	5	6	10	21
Modified Life	5	4	5	6	5
Modified Term Life	1	4	6	3	†
Endowment	1	†	†	†	-
Retirement Income	1	1	2	2	†
Level Term	20	31	25	9	3
Decreasing Term	6	9	7	6	-
Combination Policy	11	9	7	3	†
Family Plan Policy	1	1	†	-	-
with Additional Term	†	†	†	-	-
Regular Policy with Family Plan Rider	8	7	3	†	-
and Additional Term	3	2	1	-	-
Progressive and Other	1	†	†	†	-
Universal Life	†	†	†	†	-
Total	100%	100%	100%	100%	100%

Type of Policy	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
	WOMEN				
Straight Life	35%	33%	54%	72%	73%
Limited Payment	11	8	12	16	24
Modified Life	5	4	6	5	3
Modified Term Life	1	1	1	†	-
Endowment	1	1	1	†	†
Retirement Income	1	1	1	1	-
Level Term	16	22	11	2	-
Decreasing Term	4	6	4	2	-
Combination Policy	10	7	6	2	†
Family Plan Policy	2	2	1	-	-
with Additional Term	†	†	†	-	-
Regular Policy with Family Plan Rider	11	13	3	†	-
and Additional Term	2	2	†	-	-
Progressive and Other	1	†	†	-	-
Universal Life	†	†	-	-	-
Total	100%	100%	100%	100%	100%

†Less than .5%.

TYPE OF POLICY

Adults by Age and Sex—1981

Average Size Policy

Type of Policy	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	$ 26,230	$ 38,680	$ 4,610	$32,370	$15,440
Limited Payment	19,890	26,150	2,230	12,970	1,710
Modified Life	30,160	60,800	6,800	29,510	*
Modified Term Life	170,630	223,210	26,350	*	*
Endowment	17,600	*		*	-
Retirement Income	15,780	23,900	2,650	*	*
Level Term	70,660	96,920	9,070	75,010	*
Decreasing Term	42,670	45,250	3,550	28,380	-
Combination Policy	41,340	57,790	5,740	*	*
Family Plan Policy	30,460	*		-	-
with Additional Term	*	*		-	-
Regular Policy with Family Plan Rider	42,010	40,880	2,400	*	-
and Additional Term	59,460	61,950		-	-
Progressive and Other	23,790	*		*	-
Universal Life	*	*		*	-
Total	41,040	66,470	6,620	42,580	18,180

Type of Policy	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	$16,820	$ 18,220	$12,370	$ 6,520	$4,080
Limited Payment	12,030	12,860	8,500	2,880	1,390
Modified Life	21,920	30,110	31,350	23,650	*
Modified Term Life	93,060	101,520	*	*	-
Endowment	13,890	*	*	*	*
Retirement Income	14,170	*	8,330	*	-
Level Term	44,950	56,420	52,050	*	-
Decreasing Term	36,420	35,850	25,250	*	-
Combination Policy	24,730	27,140	24,370	*	*
Family Plan Policy	13,670	15,180	*	-	-
with Additional Term	*	*	*	-	-
Regular Policy with Family Plan Rider	20,640	22,840	17,290	*	-
and Additional Term	36,540	40,400	*	-	-
Progressive and Other	17,960	*	*	-	-
Universal Life	*	*	-	-	-
Total	23,780	30,490	19,370	9,180	3,920

*Averages not shown for fewer than 25 policies.

INCOME OF INSURED

Adults by Age and Sex—1981

Percent of Policies

Income	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	†	†	†	†	-
$ 5,000- 7,499	3	†	†	2	4
7,500- 9,999	6	2	2	2	2
10,000- 14,999	27	12	10	12	6
15,000- 24,999	45	39	29	30	31
25,000- 49,999	18	36	39	33	40
$50,000 and Over	1	11	20	21	17
Total	100%	100%	100%	100%	100%

Income	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	1	1	1	2	-
$ 5,000- 7,499	10	8	9	10	13
7,500- 9,999	19	14	14	18	7
10,000- 14,999	39	34	32	34	47
15,000- 24,999	26	32	33	22	26
25,000- 49,999	5	10	9	11	-
$50,000 and Over	†	1	2	3	7
Total	100%	100%	100%	100%	100%

†Less than .5%

INCOME OF INSURED

Adults by Age and Sex—1981

Percent of Amount

Income	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	†	†	†	†	-
$ 5,000- 7,499	1	†	†	†	†
7,500- 9,999	3	1	†	†	1
10,000- 14,999	18	5	3	2	1
15,000- 24,999	45	27	13	8	17
25,000- 49,999	28	41	36	31	53
$50,000 and Over	5	26	48	59	28
Total	100%	100%	100%	100%	100%

Income	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	1	†	†	†	-
$ 5,000- 7,499	7	5	4	3	28
7,500- 9,999	15	10	7	7	49
10,000- 14,999	36	30	23	26	14
15,000- 24,999	32	36	33	23	5
25,000- 49,999	9	17	15	29	-
$50,000 and Over	†	2	18	12	4
Total	100%	100%	100%	100%	100%

†Less than .5%

INCOME OF INSURED

Adults by Age and Sex—1981

Average Size Policy

Income	MEN				
	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	*	*	*	*	-
$ 5,000- 7,499	$ 23,720	*	*	*	*
7,500- 9,999	24,940	$ 19,950	$ 15,500	*	*
10,000- 14,999	30,640	33,000	20,710	11,000	*
15,000- 24,999	45,390	48,680	34,920	14,840	*
25,000- 49,999	72,010	84,170	72,230	56,690	*
$50,000 and Over	139,670	171,760	187,460	169,870	*
Total	45,730	72,600	78,450	59,790	52,040

Income	WOMEN				
	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	*	*	*	*	-
$ 5,000- 7,499	$19,100	$22,940	$12,050	*	*
7,500- 9,999	21,950	22,930	13,420	$ 4,730	*
10,000- 14,999	25,130	29,040	19,030	10,090	*
15,000- 24,999	33,940	37,050	25,420	13,540	*
25,000- 49,999	46,340	56,290	44,890	*	-
$50,000 and Over	*	*	*	*	*
Total	27,210	33,450	25,960	13,290	*

*Averages not shown for fewer than 25 policies.

OCCUPATION OF INSURED

Adults by Age and Sex—1981

Percent of Policies

Occupation	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	12%	19%	13%	14%	6%
Executives, Managers and Proprietors	16	30	37	32	41
Farm Owners and Managers	2	3	4	7	17
Clerical and Sales	12	11	9	9	12
Craftsmen, Foremen and Operatives	36	26	27	24	12
Service Workers, Unskilled Workers and Armed Forces	16	11	10	14	12
Students (Age 15 and over)	6	†	-	†	-
Homemakers	-	-	-	-	-
Total	100%	100%	100%	100%	100%

Occupation	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	13%	15%	13%	7%	3%
Executives, Managers and Proprietors	6	10	10	6	2
Farm Owners and Managers	†	†	†	†	-
Clerical and Sales	30	25	23	15	5
Craftsmen, Foremen and Operatives	9	8	9	11	3
Service Workers, Unskilled Workers and Armed Forces	12	11	12	13	5
Students (Age 15 and over)	4	†	†	-	-
Homemakers	26	31	33	48	82
Total	100%	100%	100%	100%	100%

†Less than .5%.

Note: Excludes Retirees and those not reporting an occupation.

OCCUPATION OF INSURED

Adults by Age and Sex—1981

Percent of Amount

Occupation	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	16%	23%	18%	16%	12%
Executives, Managers and Proprietors	22	43	58	63	60
Farm Owners and Managers	4	4	5	8	20
Clerical and Sales	13	11	7	5	4
Craftsmen, Foremen and Operatives	29	14	9	5	2
Service Workers, Unskilled Workers and Armed Forces	12	5	3	3	2
Students (Age 15 and over)	4	†	-	†	-
Homemakers	-	-	-	-	-
Total	100%	100%	100%	100%	100%

Occupation	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	16%	20%	17%	11%	2%
Executives, Managers and Proprietors	9	13	25	17	4
Farm Owners and Managers	†	†	1	†	-
Clerical and Sales	30	24	21	12	26
Craftsmen, Foremen and Operatives	7	5	5	7	1
Service Workers, Unskilled Workers and Armed Forces	9	7	5	10	3
Students (Age 15 and over)	4	1	†	-	-
Homemakers	25	30	26	43	64
Total	100%	100%	100%	100%	100%

†Less than .5%.

Note: Excludes Retirees and those not reporting an occupation.

OCCUPATION OF INSURED

Adults by Age and Sex—1981

Average Size Policy

	MEN				
Occupation	**Age 20-30**	**Age 31-40**	**Age 41-54**	**Age 55-64**	**Age 65 and over**
Professional and Semiprofessional	$54,640	$83,300	$ 94,870	$ 56,580	*
Executives, Managers and Proprietors	58,550	94,730	111,580	100,630	$61,690
Farm Owners and Managers	74,240	87,830	87,320	59,240	*
Clerical and Sales	42,090	65,970	55,230	30,060	*
Craftsmen, Foremen and Operatives	34,110	37,070	23,480	11,250	*
Service Workers, Unskilled Workers and Armed Forces	31,500	34,660	23,670	10,220	*
Students (Age 15 and over)	27,800	*	-	*	-
Homemakers	-	-	-	-	-
Total	41,650	67,560	70,880	50,900	42,210

	WOMEN				
Occupation	**Age 20-30**	**Age 31-40**	**Age 41-54**	**Age 55-64**	**Age 65 and over**
Professional and Semiprofessional	$29,410	$40,750	$26,970	$16,320	*
Executives, Managers and Proprietors	36,930	40,800	48,380	24,990	*
Farm Owners and Managers	*	*	*	*	-
Clerical and Sales	24,350	29,220	18,740	8,230	*
Craftsmen, Foremen and Operatives	19,300	20,460	10,350	6,270	*
Service Workers, Unskilled Workers and Armed Forces	19,280	21,010	8,390	7,540	*
Students (Age 15 and over)	18,830	*	*	-	-
Homemakers	23,390	29,830	16,480	8,810	4,470
Total	24,260	30,770	20,240	9,830	5,720

* *Averages not shown for fewer than 25 policies.*
Note: Excludes Retirees and those not reporting an occupation.

SIZE OF POLICY

Adults by Age and Sex—1981

Percent of Policies

Policy Size	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 2,000	1%	†	3%	12%	50%
$ 2,000- 4,999	2	2%	6	15	17
5,000	4	3	7	11	10
5,001- 9,999	2	2	3	4	1
10,000	11	8	10	13	5
10,001- 24,999	16	12	12	9	4
25,000- 49,999	32	24	17	13	4
50,000- 99,999	20	22	15	9	3
$100,000 and Over	12	27	27	14	6
Total	100%	100%	100%	100%	100%

Policy Size	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 2,000	1%	1%	8%	31%	66%
$ 2,000- 4,999	4	4	15	31	21
5,000	9	9	21	16	6
5,001- 9,999	4	5	5	4	1
10,000	20	15	18	6	2
10,001- 24,999	21	19	10	3	1
25,000- 49,999	28	26	12	3	1
50,000- 99,999	10	13	6	3	1
$100,000 and Over	3	8	5	3	1
Total	100%	100%	100%	100%	100%

†Less than .5%.

SIZE OF POLICY

Adults by Age and Sex—1981

Percent of Amount

MEN

Policy Size	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 2,000	†	†	†	†	3%
$ 2,000- 4,999	†	†	†	1%	2
5,000	1%	†	1%	1	3
5,001- 9,999	†	†	†	1	†
10,000	3	1%	1	3	2
10,001- 24,999	6	3	3	4	4
25,000- 49,999	24	11	8	9	7
50,000- 99,999	28	19	13	12	9
$100,000 and Over	38	66	74	69	70
Total	100%	100%	100%	100%	100%

WOMEN

Policy Size	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 2,000	†	†	†	3%	16%
$ 2,000- 4,999	1%	†	2%	9	14
5,000	2	1%	5	9	8
5,001- 9,999	1	1	2	3	1
10,000	8	5	9	7	5
10,001- 24,999	15	11	9	5	4
25,000- 49,999	34	25	18	11	4
50,000- 99,999	23	24	17	16	15
$100,000 and Over	16	33	38	37	33
Total	100%	100%	100%	100%	100%

†Less than .5%

SIZE OF POLICY

Adults by Age and Sex—1981

Average Size Policy

Policy Size	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 2,000	$ 1,180	*	$ 1,110	$ 1,100	$ 970
$ 2,000- 4,999	2,730	$ 2,810	2,780	2,640	2,550
5,000	5,000	5,000	5,000	5,000	*
5,001- 9,999	7,800	7,370	7,130	6,840	*
10,000	10,000	10,000	10,000	10,000	*
10,001- 24,999	16,780	16,740	16,760	16,490	*
25,000- 49,999	29,910	30,510	29,850	29,080	*
50,000- 99,999	56,520	57,360	55,640	55,900	*
$100,000 and Over	131,420	162,090	191,900	204,850	*
Total	41,040	66,470	68,620	42,580	18,180

Policy Size	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 2,000	$ 1,180	$ 1,260	$ 1,130	$ 1,040	$ 950
$ 2,000- 4,999	2,650	2,800	2,670	2,680	2,550
5,000	5,000	5,000	5,000	5,000	*
5,001- 9,999	7,390	7,330	6,780	6,640	*
10,000	10,000	10,000	10,000	10,000	*
10,001- 24,999	16,400	16,720	16,230	*	*
25,000- 49,999	28,860	29,200	29,030	*	*
50,000- 99,999	53,920	54,440	55,690	*	*
$100,000 and Over	109,120	130,520	147,030	*	*
Total	23,780	30,490	19,670	9,180	3,920

** Averages not shown for fewer than 25 policies.*